



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING

July 7, 2014

Board of Directors

Eric Bender, Jim Bonham, Barbara Bundy, Robert Cushman, Sauli Danpour, Kathy Faulk, Simon Ha, Robert Hanasab, Steve Hathaway, Peklar Pilavjian, Carol Schatz, Cari Wolk

Absent

Marty Caverly, Richard Costanzo, David Damus, Clare De Briere, Patrick Spillane, Daniel Swartz, Cindy Troesh, KC Yasmer, Adele Yellin, Peter Zen

Staff

Hal Bastian, Jeff Chodorow, Suzanne Holley, Lauren Mitchell, Lena Mulhall, Ken Nakano, Jessica Whaley

Guests

Matt Marquez, Olga Arroyo, Yonah Hong, Metro; Matt Nolan (as proxy for Adele Yellin)

CALL TO ORDER

Faulk called the meeting to order at 8:06 a.m. without a quorum. A quorum was reached at 8:47a.m.

Yonah Hong of Metro gave an overview and update of the Regional Connector project. Regional Connector is projected to open in the year 2020.

PRESIDENT'S REPORT

Carol Reported:

Legislative Affairs:

DCBID Legislation Update: The DCBID has been leading an effort on behalf of a coalition of BIDs statewide to get legislation through that will deal with the issue that many BIDs are facing over the issue of what is a general benefit vs. special benefit because of Proposition 218. It has passed through the Assembly and is now at the Senate. Carol testified at Senate Finance and Governance Committee and it passed with no problems. After clearing Senate floor in early August, it will go back to the Assembly for concurrence. Carol has asked all of the BIDs to double the amount of initial investment to cover legal fees.

Regional Connector (2nd & Hope Street) Update- CCA was instrumental in convincing Metro to shift from its original proposal of a basic one-story structure that placed passengers in the center of a triangular intersection at the 2nd and Hope Street station. The Metro Board will be holding a meeting on July 24th.

Hotel Living Wage Ordinance Update: The City engaged Blue Sky Consulting, who began an economic study in May 2014. The Blue Sky report was merely a "peer review" of existing studies but still found, as expected, that some employees will see raises but others will lose their jobs or have hours cut.

Despite these findings, the Economic Development Committee still voted to move forward with the wage and attempted to rush it through the Council a few days later with limited discussion. After significant lobbying and asking councilmembers why they were rushing this matter, CCA and other business groups were able to delay action on the wage until after the July council recess. CCA is still advocating for a comprehensive research effort that will determine the actual costs and benefits of this wage mandate.

State Living Wage Increase Update: Of even greater concern is a bill that has made its way through the Senate that increases the state minimum wage. The wage is already set to increase from \$8 to \$9 beginning July 1, 2014 as part of a bill Governor Brown signed last year, but a new bill (SB 935) authored by Senator Mark Leno of San Francisco calls for additional increases. The bill calls for increases to \$13 by 2017. Carol was pleased to announce the SB 935 bill is dead.

Street Vending Update: Councilmembers Huizar and Price introduced a motion that asked for a report on how the City could create regulations that would allow vending of food and merchandise on sidewalks throughout the city. Carol met with Councilmember Huizar and was successful in delaying a vote in the Economic Development Committee for 90 days. A task force will be established and CCA will be a part of.

On the CCA side, CCA's biennial Chiefs of Staff Reception on the EVOQ rooftop on July 29, 2014 in recognition of the unsung heroes behind elected officials. Carol encouraged the Board to attend. It's a great event for those who want a broader relationship with city hall staff.

Carol would like to have a Board meeting in August to discuss the bylaws and some other issues. The Board agreed on August 13.

FINANCE

Jeff Reported:

May 2014 Financials: Total assessment revenue for May was favorable by \$29K. Department expenditures were favorable by \$100K primarily due to staff vacancies in public safety; maintenance-loss of credits; marketing timing differences with annual report and street teams. The Finance Committee has reviewed and approved. Faulk asked for a motion to approve the May financials as presented. Hathaway raised a motion to approve as presented. Bender seconded and motion was approved.

June 2014 Financials: Assessment revenue was favorable year-to-date by \$465K. Department expenditures were favorable by \$59K and year-to-date favorable by \$300K, primarily due to staff vacancies in public safety; maintenance-loss of credits; marketing-timing differences with annual report and street teams. The Finance Committee reviewed and approved. Hathaway raised a motion to approve as presented. Bender seconded and motion was approved.

APPROVAL OF MINUTES

Approval of June 4, 2014 minutes will be carried over to next meeting.

BUDGET REFORECAST

Suzanne Holley reported that a number of items have been identified that weren't included in original budget that we would like to implement this year with the Board's approval.

PBID Legislation- Double down on initial budget of \$12K

File Server- Purchase a new file server

Service Center- Additional funds for new location

Maintenance- Tree Trimming. We have budgeted a nominal amount for tree trimming. The BID is proposing to incorporate this as a regular service. It will be performed on a 5-year cycle.

Trash Cans- Install 18 solar trash cans. These cans are tamper resistant and graffiti resistant.

Marketing-Web redesign

Way Finding- Update signage

Economic Development- Implement Creative Tech program

Faulk asked for a motion to approve the budget reforecast. Bender raised a motion to approve. Spillane seconded and motion was approved.

PROPERTY OWNER OR PUBLIC COMMENT: None

OPERATIONS

Ken Reported:

Safety:

Problem Areas:

1st & Figueroa:

The area of 1st and Figueroa continues to be a problem with the encampments that are situated under the overpass. Large amounts of trash and illegal activity that has occurred in the area, necessitates the need for constant patrol. The safety team is photographing the area and the conditions that these encampments are creating. Since the heavier patrols have started in the area, we have noticed a slight decrease in activity.

	<u>June 2014</u>
Calls For Service	3,889
Self Initiated Calls/Incidents	6,957
LAFD Assists	8
LAPD Assists	5
Misdemeanor Incidents	765
Felony Incidents	11
Quality of Life Incidents	2,553

Maintenance:

Staff completed a total tree count for the district and evaluated all trees to determine which were in need of trimming by priority. With the budget reforecast, staff is suggesting that the BID start and maintain an annual tree trimming schedule throughout the district in which all trees will be trimmed approximately every 3-4 years.

Gum removal within the district has been going smoothly. Though time consuming, staff has completed removal of gum on Flower between 5th and 6th and are currently working on Hill Street.

BID ACTION:

Our outreach team continues to do monthly homeless counts as directed. The following information was gathered.

-06/16 - 124

Though the outreach team has been successful in making contact with new faces within the district, they are finding that a large portion of the new people within the district are service resistant and do not wish for us to

provide services to them. The outreach team continues to try and forge a relationship with the individuals in hopes that they will be able to assist them in the future.

Mitchell Reported:

Marketing Campaigns

In late May, our summer campaign called “Summer in the City: An Insider’s Guide to Downtown LA’s Concerts, Outdoor Films, and Events” launched. It will be live through Labor Day. The campaign is supported by radio spots, print ads, flyers, email blasts, and banners. Please view the campaign at DowntownLA.com/Summer.

Website

We have been posting new businesses, upcoming events, and promotions on our website. We continue to work on the new website, and completed approvals of the design.

PR

Our PR firm Macy & Associates secured coverage for Dog Day Afternoon in the Downtown News, as well as several dog blogs.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

eNewsletter

The DCBID’s monthly e-newsletter was sent to over 35,000 current subscribers. It highlighted new business openings, Downtown events, and special offers to our subscribers.

Property Owner Quarterly Newsletter

The Q2 Newsletter arrived to property owners the first week of June.

ECONOMIC DEVELOPMENT

Bastian Reported:

Creative/Tech/ Office Recruitment Committee

We presented a Program and Timeline to the Creative/Tech/Office Recruitment Committee on June 26. The program is designed to encourage leasing of office space in Downtown LA and will educate brokers and untapped end-users on how the Downtown LA of today makes sense for them and will inform Downtown property owners on what these end-users want as tenants. The program consists of 3 parts: Events, Collateral and Marketing with the following components: Bus Tours, Open Houses, Road Shows, Staycations, Recruitment Toolkit, Video and a PR Strategy. The timeline sets a program launch date for October 2014.

Broadway 2nd to 4th Street

We are creating a detailed inventory of all property ownership along Broadway between 2nd and 4th and are meeting with property owners to discuss strategies for long term development and investment into Broadway. We are working with CD-14 on their Bringing Back Broadway Initiative.

Retail Recruitment

We toured four different retailers that are interested in locating to our District.

Broker Outreach

We made a market presentation to the all the brokers in CBRE Downtown office and told them how we can assist them in recruiting tenants to Downtown from outlying markets. Some of these meetings were targeted discussions about specific tenants that these brokers are representing who want to be in Downtown.

We also talked with them about the Creative/Tech/Office program and solicited input from them on how we should design our Recruitment Toolkit and other components in order to help them sell Downtown to their tenants.

Hotel Market

We toured the Embassy Hotel and the Hotel Clark. Both are ready to open pending getting CUPs to serve alcohol.

Events

DRMA Business Meeting

We hosted the first DRMA Business Meeting for property managers and concierges. The purpose of the meeting is to discuss best practices for information sharing, with the goal of streamlining communication among residential properties. Two more events will be planned for 2014.

CCA Housing Panel and Showcase

We produced a Housing Panel and Showcase in mid-June and coordinating with 15 residential developers, providing them the opportunity to showcase their properties of projects recently completed and under construction.

8th Annual Dog Day Afternoon

The event is ready to be executed in mid-July and we are working on outreach to ensure a strong showing that surpasses last year's record-breaking attendance.

Resident Mixer TASTE at FIGAT7TH

We partnered with Brookfield Properties to help produce their resident mixer at TASTE held June 3. DCBID helped create the invitation and e-mailed it to key stakeholder lists, as well as managed RSVPs and provided staffing the night of the event.

Tours

Housing Tours/ Investor Tours

We hosted a successful, standing room only, housing tour with almost 60 people in attendance. We gave two equity investor tours.

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT: The next meeting is scheduled for August 13, 2014. The meeting was adjourned.